



FOR YOUR INFORMATION

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DATE: August 12, 1996

TO: Ginny Murphy

SUBJECT: Disaster Recovery at Neodata Phoenix

In the event that we were to lose the ability to answer consumer phone calls, we need to have contingency plans in place. We've determined that there could be several causes for phone outages:

- Local phone lines go down
- AT&T network problems
- Extended power outage could occur
- Problem with Neodata telephone equipment

Neodata's local phone service is provided by USWest. Neodata has the ability, through a "Sonic Ring", to instantly re-route calls if a local line is cut.

If we were to have an AT&T network problem, we would use one of AT&T's standard emergency messages. It is pre-recorded and can be put in place quickly. The message we would use is:

"Thank you for calling. We are currently experiencing a temporary interruption in telephone service, please try your call later."

We would use this recording if we knew that AT&T could fix their network problem in a matter of a few hours.

If for some reason the AT&T network experiences an extended service interruption, or if we were to have an extended power outage or equipment problem at Neodata, we would set up alternative routing for our phone calls.

When a consumer calls one of our promotional phone numbers, they would be routed to an IVR vendor where they would hear the following:

"Thank you for calling Marlboro Customer Service. We are experiencing technical difficulties with our phone lines. This will not affect the processing of your Gear order. If you'd like us to call you back, at the tone please leave your name and phone number. We will return your call as quickly as we can."

These names and phone numbers would be transcribed and sent to Neodata for call backs.

Power outages would be handled by battery back up at Neodata. This back-up currently provides 15 minutes of power. We will be discussing extending this capacity with Neodata for our 1997 contract.

Thank you.

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